

Message Text

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INFO OCT-01 AF-10 ISO-00 EB-11 RSC-01 /023 R

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STATE/EB/CBA/OCA/BR:IAWILLIAMSON

STATE/AF/S:OBELLISON

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R 292202Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY MASERU

AMEMBASSY MBABANE

AMCONSUL JOHANNESBURG

INFO AMEMBASSY GABORONE

AMEMBASSY PRETORIA

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E.O. 11652: N/A

TAGS: BEXP, LS, WZ

SUBJ: HOTEL-RESTAURANT CATERING EQUIPMENT CATALOG EXHIBITION

REF: A. MASERU 0285 (NOTAL), B. STATE 27296 (NOTAL)

C. STATE A-9166 OF 9 SEPT. 1972

1. APPRECIATE POST VIEWS REFTEL A. AND REGRET APPARENT
MISUNDERSTANDING CREATED BY REFTEL B. INTENTION OUR INQUIRY
ON TOURISM WAS TO DETERMINE WHETHER FUEL SHORTAGE WOULD HAMPER
MOVEMENT TO MASERU. IT SEEMED TO US THAT IF ENOUGH GASOLINE
WERE AVAILABLE TO PERMIT TOURISTS TO TRAVEL TO MASERU AND MBABANE
FOR PLEASURE, THEN IT WOULD APPEAR THAT FUEL SHORTAGE SHOULD
NOT SIGNIFICANTLY DETER TARGET AUDIENCE FROM MAKING SUCH TRIPS
IF POSTS' PROMOTION EFFORTS ARE SUCCESSFUL IN GENERATING BUYER
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INTEREST.

2. RE PARA FOUR REFTEL A.: IN SCHEDULING EVENTS FOR BLS WE HAVE BEEN UNDER IMPRESSION THAT ALL POSTS UNDERSTOOD VIABILITY SUCH EVENTS DEPENDENT UPON ABILITY POSTS THERE COOPERATE IN REACHING TARGET AUDIENCES ALL RESPECTIVE COUNTRIES. CONTINUE BELIEVE HERE THAT THIS IS WORKABLE PLAN AND HAVE FULL CONFIDENCE IN YOUR SHARING OF RESPONSIBILITY FOR OUTLINING PROMOTION PROGRAM, FOR IDENTIFYING TARGET AUDIENCE, FOR PINPOINTING MOST PROMISING POTENTIAL BUYERS IN RESPECTIVE COUNTRIES, AND OTHERWISE ENCOURAGING POTENTIAL BUYERS TO ATTEND ACCORDING GUIDANCE REF C.

3. MARKET RESEARCH AVAILABLE HERE INDICATES SOUTHERN AFRICAN MARKET HAS GOOD POTENTIAL FOR SALES U. S. HOTEL, CATERING AND RESTAURANT EQUIPMENT. BELIEVE PROMOTIONAL VEHICLE AS RELATIVELY INEXPENSIVE AND BROADLY REPRESENTATIVE OF AMERICAN SUPPLIERS AS CATALOG SHOW WOULD BE MOST APPROPRIATE EVENT FOR LESOTHO AT THIS TIME. REALIZE, HOWEVER, THAT THERE IS NO REPEAT NO GUARANTEE THAT TRADE PROMOTION EVENTS IN ANY OF BLS COUNTRIES WILL BE SUCCESSFUL. WE WILL BETTER BE ABLE TO JUDGE THE FUTURE EFFECTIVENESS OF SUCH ENDEAVORS AFTER WE HAVE AN EXPERIENCE WITH ONE.

4. IF AMEMBASSY MASERU UNABLE LOCATE SUITABLE LOCAL OR THIRD-COUNTRY NATIONAL TO EMPLOY TEMPORARILY AS LIBRARIAN (INCLUDING INDEXING TASK) REQUEST ADDRESSEE POSTS' RECOMMENDATION FOR SOLUTION THIS PROBLEM. POSSIBILITIES THAT OCCUR TO US ARE (A) IF COMPETENT TEMPORARY EMPLOYEE CAN BE LOCATED MBABANE, SHIFT INDEXING RESPONSIBILITY THERE; (B) HIRE AMERICAN DEPENDENT FROM ANY CUSTOMS UNION POST (WHO MIGHT ALSO SERVE AS LIBRARIAN IN BOTH MASERU AND MBABANE); (C) DETAIL OF LOCAL EMPLOYEE FROM ANOTHER POST. NEED POSTS' RECOMMENDATION BEARING IN MIND THAT WE DO NOT REPEAT NOT HAVE AN UNLIMITED BUDGET.

5. POSTS SHOULD REVIEW AND BE THOROUGHLY FAMILIAR WITH REF (C) A-9166 OF SEPT. 1972.

6. HOPE FOREGOING WILL CLEAR UP ANY MISUNDERSTANDINGS AND RELIEVE MASERU'S ANXIETY OVER SUCCESS OF PROPOSED CATALOG SHOW. LOOK FORWARD HAVING OPPORTUNITY DISCUSS THIS AND RELIMITED OFFICIAL USE

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LATED MARKETING MATTERS AT NAIROBI. KISSINGER

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